

[Your Full Name]
[Phone Number]
[Email Address]
[LinkedIn Profile/Portfolio URL]

[Date]

[Hiring Manager Name]
[Company Name]
[Company Address]

Dear [Hiring Manager Name],

I am writing to express my interest in the **[Content Strategist/Content Manager]** position at **[Company Name]**. Having spent **[Number]** years as a News Editor at **[Previous Publication]**, I have spent my career mastering the art of high-impact storytelling, audience engagement, and editorial precision. I am now eager to leverage this experience to drive data-informed content strategies for your team.

As a News Editor, I managed a fast-paced editorial calendar and a team of writers to deliver content that consistently met **[specific KPI, e.g., traffic goals or subscription targets]**. My transition into content strategy is fueled by my ability to look beyond the individual story to the overarching narrative and business objectives. I specialize in identifying content gaps, optimizing for SEO without sacrificing quality, and repurposing complex information into accessible formats for diverse audiences.

During my tenure at **[Previous Publication]**, I achieved the following milestones that translate directly to the **[Company Name]** content goals:

- Implemented a new content workflow that increased production efficiency by **[X]%**.
- Analyzed audience analytics to pivot editorial focus, resulting in a **[X]%** increase in user retention.
- Collaborated with cross-functional teams to align editorial output with brand voice and marketing objectives.

I am particularly drawn to **[Company Name]** because of your recent work on **[Specific Project or Campaign]**. I am confident that my editorial rigor, combined with my strategic approach to content lifecycles, will help scale your brand's authority and reach.

Thank you for your time and consideration. I look forward to the possibility of discussing how my editorial background can contribute to your content strategy.

Sincerely,

[Your Name]